



Federal Communications Commission
Washington, D.C. 20554

April 4, 2007

DA 07-1593
Released: April 4, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

ACC Licensee, Inc.
WJLA-TV
888 Allbritton Boulevard
Mt. Pleasant, South Carolina 29464

Re: ACC Licensee, Inc.
WJLA-TV, Washington, D.C.
Facility ID No. 1051
File No. BRCT-20040526ADY

Dear Licensee:

This refers to your license renewal application for station WJLA-TV, Washington, D.C.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),¹ each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).² The Commission's rules require commercial licensees to provide information to the public about the shows they air to fulfill their obligation. Section 73.3526(e)(11)(iii) of the Commission's Rules (Rules) requires each commercial television broadcast station to prepare and place in its public inspection file a Children's Television Programming Report for each calendar quarter reflecting, *inter alia*, the efforts it has made during the quarter to serve the educational needs of children.³ As set forth in Section 73.3526(e)(11)(iii), licensees are also required to file the reports with the Commission and to publicize the existence and location of the reports.

On May 26, 2004, you filed a license renewal application (FCC Form 303-S) for station WJLA-TV, Washington, D.C. (File No. BRCT-20040526ADY). In response to Section IV, Question 10 of that application, you certified that, station WJLA-TV failed to publicize the existence and location of the station's Children's Television Programming Reports, as set forth in Section

¹ Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. §§ 303a, 303b and 394.

² 47 C.F.R. § 73.671.

³ 47 C.F.R. § 73.3526(e)(11)(iii).

73.3526(e)(11)(iii) of the Rules. In Exhibit 24, you indicated that the station publicized the existence and location of the Children's Television Programming Reports each month from January 1997 through May 2001 in a "pre-produced Children's File spot." You claim that the standing order for the broadcast of the spot was inadvertently deleted from station WJLA-TV's traffic management system, but was restored in May 2004. Finally, you describe steps taken to prevent recurrence of this error.

Based on the record before us, we think that an admonition is warranted for the station's failure to publicize the existence and location of the Children's Television Programming Reports. Although we do not rule out more severe sanctions for violations of this nature in the future, we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violation of Section 73.3526(e)(11)(iii) described in station WJLA-TV's renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to ACC Licensee, Inc. at the address listed above, and to Jerald N. Fritz, Esquire, Allbritton Communications Company, 1000 Wilson Boulevard, Suite 2700, Arlington, Virginia 22209-3921.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau